

## **RESOLUTION NO. 2010-43**

**A RESOLUTION,** of intention to establish a tourism promotion area and setting a public hearing to consider the establishment thereof.

**WHEREAS,** pursuant to the provisions of Chapter 35.101 RCW, the legislature set forth a mechanism to establish a tourism promotion area in allowing the imposition of a charge on the furnishing of lodging by lodging businesses located within the area, the proceeds of which are to be used for the sole purpose of tourism promotion; and

**WHEREAS,** the City of Wenatchee did create a tourism promotion area by adopting Ordinance No. 2006-29 on September 15, 2006; and

**WHEREAS,** Ordinance No. 2006-29 expired by its own terms three (3) years from its effective date, that is to say on or about December 2009; and

**WHEREAS,** an initiation petition ("the Petition") to establish a tourism promotion area as provided in Chapter 35.101 RCW was presented to the City of Wenatchee; and

**WHEREAS,** the Petition contains the signatures of the persons or entities who operate lodging businesses in the proposed area who would pay sixty percent (60%) or more of the proposed charges; and

**WHEREAS,** the Petition describes the boundaries of the proposed area as including all of that area within the city limits of the City of Wenatchee; and

**WHEREAS,** the Petition states that the revenue from the assessments collected from the lodging businesses within the tourism promotion area shall be put to the use of general promotion of tourism that benefits the lodging businesses and local tourism

specified in the tourism promotion area business plan to be adopted annually and the marketing of convention and trade shows that benefit local lodging businesses and local tourism; and

**WHEREAS,** the proposed assessment rate is \$1.00 per room, per day, on all lodging businesses within the proposed tourism promotion area; and

**WHEREAS,** the Petition proposes that the Ordinance creating the tourism promotion area be reviewed every three (3) years to determine its efficacy and desirability for the lodging businesses.

**NOW THEREFORE,** BE IT RESOLVED by the City Council of the City of Wenatchee as follows:

#### **SECTION I**

The recitals set forth above are incorporated herein in support of this Resolution.

#### **SECTION II**

A public hearing on the creation of the proposed tourism promotion area shall be held at the regular council meeting on July 8, 2010, at 5:15 p.m., or as soon thereafter as the matter may be heard at Council Chambers, Wenatchee City Hall, 129 South Chelan, Wenatchee, Washington.

#### **SECTION III**

Notice of the hearing shall be given to the public by one publication of this Resolution of intention in the *Wenatchee World* and by mailing a complete copy of this Resolution of intention to each lodging business within the proposed tourism promotion area. Publication and mailing called for herein shall be completed at least ten (10) days prior to the date and time of the hearing.

PASSED BY THE CITY COUNCIL OF THE CITY OF WENATCHEE, at a  
regular meeting thereof, this 10 day of June, 2010.

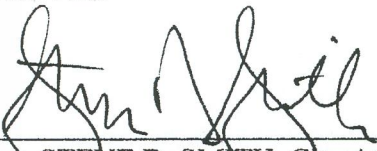
CITY OF WENATCHEE, a Municipal  
Corporation

By:   
DENNIS JOHNSON, Mayor

ATTEST:

By:   
TAMMY STANGER, City Clerk

APPROVED

By:   
STEVE D. SMITH, City Attorney

## PETITION TO ESTABLISH A TOURISM PROMOTION AREA

WHEREAS, RCW 35.101 authorizes the establishment of a tourism promotion area to levy special assessments to fund tourism promotion; and

WHEREAS, pursuant to Chapter 35.101 RCW, the City of Wenatchee created a tourism promotion area by adopting Ordinance No. 2006-29 on September 15, 2006; and

WHEREAS, Ordinance No. 2006-29 expired by its own terms three (3) years from its effective date, that is to say on or about December 2009; and

WHEREAS, the undersigned lodging businesses representing more than sixty percent (60%) of the lodging rooms affected by the tourism promotion area request that the tourism promotion area be re-established.

WHEREFORE, the undersigned lodging businesses located within the City of Wenatchee do hereby petition the City Council of the City of Wenatchee to form a tourism promotion area consistent with Chapter 35.101 RCW, as follows:

1. The boundaries of the tourism promotion area shall be the corporate limits of the City of Wenatchee;
2. The revenue from the special assessments collected from the operators of lodging businesses within the tourism promotion area (TPA) shall be dedicated to the following uses and projects:
  - a. The general promotion of tourism that benefits the lodging businesses and local tourism specified in the TPA business plan to be adopted annually;
  - b. The marketing of convention and trade shows that benefit local lodging businesses and local tourism;

PETITION TO ESTABLISH A TOURISM  
PROMOTION AREA

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c. The marketing of the TPA community to the travel industry in order to benefit the lodging businesses and local tourism; and

d. The marketing of the TPA community to recruit sporting events in order to benefit the lodging businesses and local tourism.

3. The total estimated costs of such uses and projects are as follows: The Wenatchee Hotel/Motel Association estimates that, on an annual basis, the revenue from the special assessments collected from the operators of lodging businesses within the tourism promotion area shall be between \$170,000 and \$300,000. This amount will vary from year to year depending upon the fluctuating occupancy rates of lodging businesses in the TPA.

4. The rate of the special assessment to be imposed in support of the functions of the tourism promotion area is as follows: \$1.00 per room per day.

5. The City Council of the City of Wenatchee, pursuant to the authority of RCW 35.101.130(1) shall appoint a committee selected by the Wenatchee Hotel/Motel Association to advise the City Council on the expenditure of special assessment revenues collected within the TPA to fund tourism promotion.

a. The Wenatchee Hotel/Motel Association shall select a committee of seven members that shall compromise the TPA advisory committee ("Committee").

b. Four members of the Committee must be operators of lodging businesses within the TPA or employed by operators of such lodging businesses. Two members of the Committee must be City of Wenatchee officials. The remaining member of the Committee must not be an operator of a lodging business within the TPA or employed by an operator of such a lodging business; nor, shall the remaining member be an official of the City of Wenatchee. The remaining

member must be an operator of a tourism related activity within the TPA or employed by an operator of a tourism related activity. This member shall represent the tourism industry within the TPA.

c. The initial members of the Committee shall serve staggered terms, with one member serving a one (1) year term, three members serving two (2) year terms, and three members serving three (3) year terms. Thereafter, all members subsequently appointed as the initial terms expire shall serve three (3) year terms.

d. All revenues from the special assessments collected within the TPA from lodging businesses shall be allocated by the City Council in accordance with the annual budget for the TPA. The Committee shall develop and oversee the TPA marketing plan and annual budget. The City Council shall have the ultimate authority to set and approve all annual budgets.

6. Any Ordinance establishing the TPA shall provide that the Ordinance shall be reviewed every three (3) years to determine its efficacy and desirability for the lodging businesses.

7. The undersigned, representing more than sixty percent (60%) of the lodging rooms affected by the tourism promotion area request that all prior acts with respect to the assessment, collection and utilization of the \$1.00 per room, per day, assessment pursuant to Ordinance No. 2006-29 be ratified.

BEST WESTERN CHIEFTAIN INN

By   
MEILAN YOUNG

COMFORT INN

By   
GANTA GILL

COAST WENATCHEE CENTER HOTEL

By   
FREYDA STEPHENS

ECONOMY INN

By \_\_\_\_\_  
BALRAJ SINGH

HOLIDAY INN EXPRESS WENATCHEE

By Charlotte Mayo  
CHARLOTTE MAYO

MOTEL 6

By Sansay Verma  
NITA VERMA/SANSAY VERMA

SPRINGHILL SUITES BY MARRIOTT

By Jon Patty  
JON PATTY

TRAVELODGE

By Neelam 6/8/10  
SEAN VERMA/NEELAM VERMA

LA QUINTA INN AND SUITES

By Jolene Pratt  
JOLENE PRATT

RED LION HOTEL WENATCHEE

By Ryan Wold  
~~RYAN WOLD~~ Paul Thornton

SUPER 8 – WENATCHEE

By Sandra Padilla  
SANDRA PADILLA



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MEILAN YOUNG

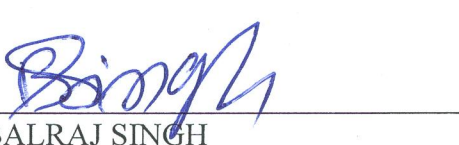
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